



Image courtesy  
Utah Shakespeare Festival

Utah  
Creative  
Vitality  
Index  
**2011**



# Understanding the Creative Vitality Index

## What is the Creative Vitality Index?

The Creative Vitality Index (CVI) is an annual measure of the economic health of the arts-related creative economy in Utah. In the CVI, the creative economy is defined as including for-profit and nonprofit arts-related creative enterprises, and the key support and service activities that sustain them.

## What does the CVI measure?

The CVI is centered on creative vitality related to the arts as they are broadly defined, and not the culture field in general. Cultural activities that are not included in the scope of this study are endeavors such as science museums, botanical gardens, and the affiliated external education and outreach programs of these types of endeavors. This project is organized around the concept that while these activities have strong creative elements, they differ substantially from the creative work that is focused on and through the arts.

## Where does the information come from?

The CVI draws data from two major data partners: the Urban Institute's National Center for Charitable Statistics (NCCS), and Economic Modeling Specialists, International. (EMSI).<sup>\*</sup> The measures were selected for four core reasons: they are preexisting and do not require the collection of additional data; they are available in the form of annual updates; they can be easily compared nationally, across states and in regions within states; and experts have determined that they are reliable.

## How can the CVI be used in Utah communities?

The Creative Vitality Index is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy. Among many projected uses, the CVI can:

- Serve as a consistent tool to measure changes in Utah's creative economy
- Alert and educate communities concerning the components and dynamics of the creative economy
- Act as a framework to define and build a coalition to support and expand the creative economy
- Underscore and promote the economic relationships between the for-profit sector and nonprofit sector
- Provide a source of information for arts advocacy messaging
- Track significant changes in the creative economy ecosystem so appropriate responses can be developed

The CVI can be used as a tool for comparison; however, its greatest power is its ability to inform a community, and contribute to assessment and planning. A state or community's index rating should be understood in the context of an economy's size and trading position. For example, a community with a relatively small population that is not a trading center may continually have a relatively modest CVI rating. Such a rating may not indicate failure for an area, but that it has the opportunity to grow in different ways.

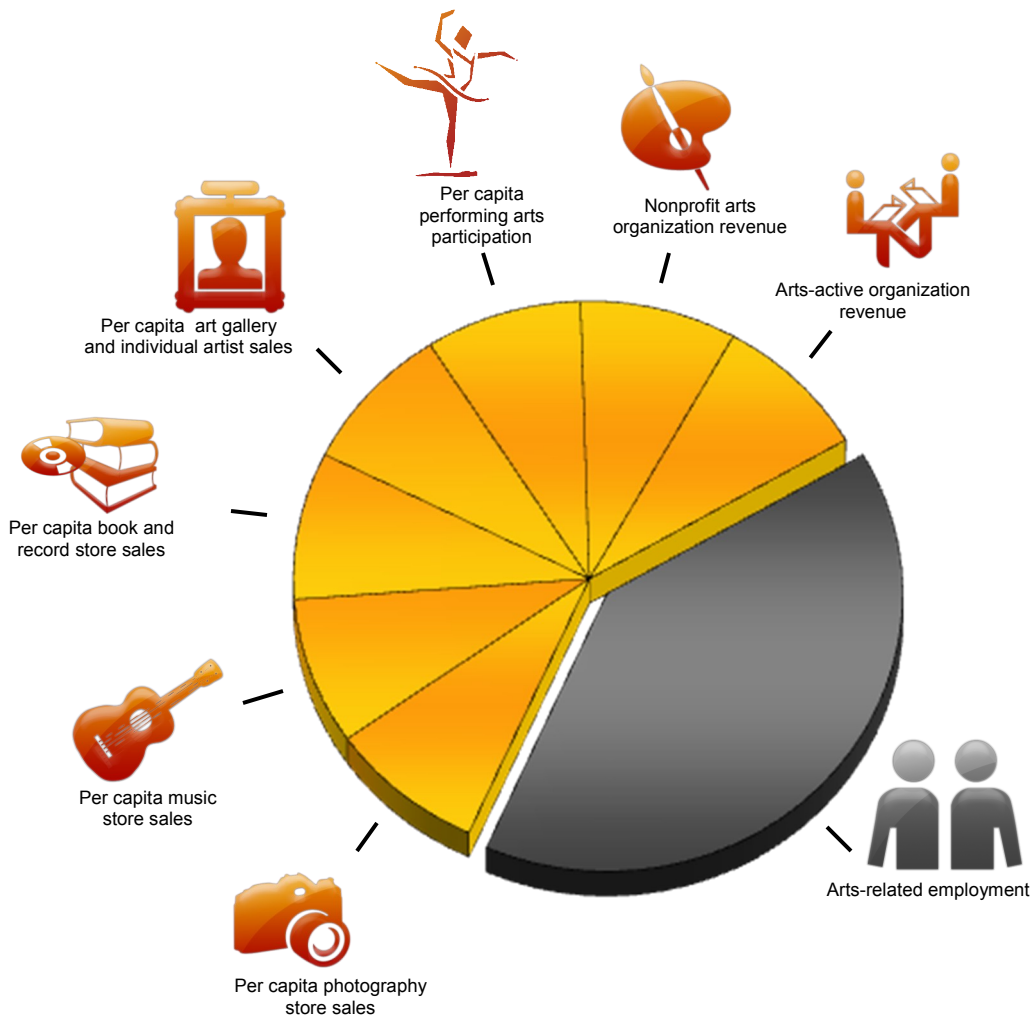
*<sup>\*</sup>NCCS aggregates information from Internal Revenue Service 990 forms, required of 501(c)(3) nonprofit organizations with annual gross receipts of \$50,000 or more. EMSI combines employment data from Quarterly Census of Employment and Wages, produced by the Department of Labor, with total employment data in Regional Economic Information System, published by the Bureau of Economic Analysis, and augmented with County Business Patterns and Nonemployer Statistics, published by the U. S. Census Bureau. EMSI collects regional employment information from the Occupational Employment Statistics program of the U. S. Bureau of Labor Statistics. Wage information is partially derived from the American Community Survey.*

# Creative Vitality Index *Components*

The Creative Vitality Index has two major components. One component measures concentrations of **ARTS-RELATED EMPLOYMENT**; the other measures data collected from seven sources of **COMMUNITY PARTICIPATION**. The rationale for this approach is the underlying theory that public participation in the arts or public demand for arts experiences and events ultimately drives budgets and organizational funding levels, which in turn support artists and art-related jobs.

**60%** Seven indicators of community participation in the arts

**40%** Arts-related employment in over thirty-five professional categories



## OCCUPATIONS MEASURED IN THE CVI

Actors  
Advertising and promotions managers  
Agents and business managers of artists, performers, and athletes  
Architects, except landscape and naval  
Art directors  
Audio and video equipment technicians  
Broadcast technicians  
Camera operators, television, video, and motion picture  
Choreographers  
Commercial and industrial designers  
Dancers  
Directors, religious activities  
Editors  
Fashion designers  
Film and video editors  
Fine artists, including painters, sculptors, and illustrators  
Floral designers  
Graphic designers  
Interior designers  
Landscape architects  
Librarians  
Media and communication equipment workers, all other  
Media and communication workers, all other  
Multi-media artists and animators  
Music directors and composers  
Musical instrument repairers and tuners  
Musicians and singers  
Photographers  
Producers and directors  
Public relations managers  
Public relations specialists  
Radio and television announcers  
Set and exhibit designers  
Sound engineering technicians  
Technical writers  
Writers and authors

*The Creative Vitality Index is not an index of raw creativity. The Index captures the economic dimension of creative activity in Utah's economy, not the creative potential of individuals.*



## UTAH'S CREATIVE VITALITY INDEX

An index is an efficient way to summarize a complex relationship. Using the same data streams, one region is set to the baseline of 1.00. A region's score reflects a value relative to this baseline; a score of 1.00 or greater means the region outperforms the baseline. Changes in an index reflect changes in the underlying data.

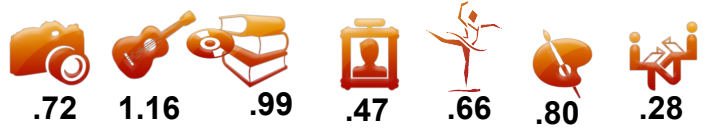


## STATE COMPARISONS

Arizona	.71
Colorado	1.16
Idaho	.71
Montana	.87
Nevada	1.15
New Mexico	.81
Wyoming	.92

## UTAH'S COMMUNITY ARTS PARTICIPATION

Community Arts Participation is 60% of Utah's total Creative Vitality Index rating. It is derived from the per capita revenue streams of seven selected arts-related goods and services. The underlying theory behind the weighted score is that there is a cause-and-effect relationship between public demand for arts experiences which drives budgets and organizational funding levels, which in turn supports employment in creative industries. Utah's index values follow for photography store sales, music store sales, book and record store sales, art gallery and individual artist sales, performing arts participation, arts organization revenue and arts-active organization revenue.



## UTAH'S CREATIVE OCCUPATIONS



**1.06**

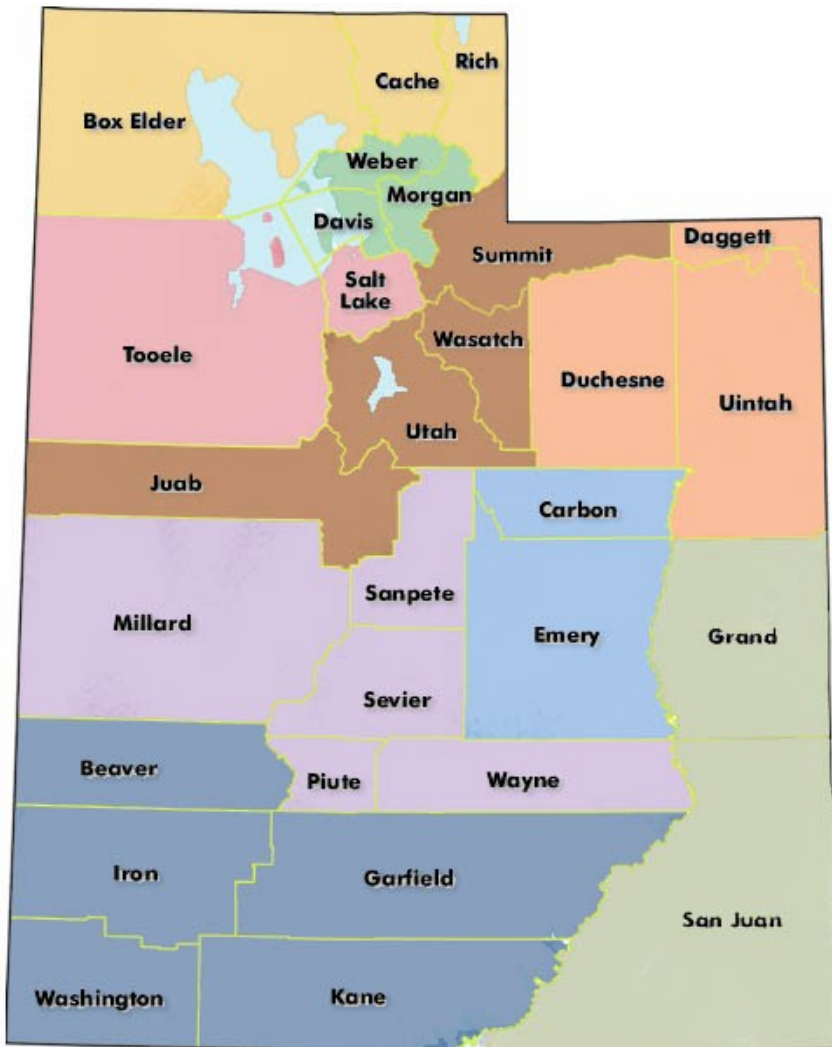
The Occupational Index of the Arts, which is 40% of Utah's total Creative Vitality Index, compares concentrations of arts-related employment. In 2011, data indicates that there were 45,582 jobs in arts-related occupations in the State of Utah as measured by the CVI.

The 2011 Index value indicates that the State of Utah has a higher concentration of creative employment than the nation as a whole with an Index value of 1.06.

## UTAH'S 2011 CVI NOTABLES

- The State of Utah outperformed the US on a per capita basis in two of the eight categories measured by the CVI: creative jobs and music store sales
- The CVI identified 249 arts-related organizations in Utah
- Utah generated more than \$140 million in nonprofit arts and arts-active revenues
- The CVI recorded 45,582 people employed in highly creative occupations
- From 2010 to 2011 Utah gained 3,980 creative jobs at a rate of 9.57%. Utah outperformed the nation in creative occupations with an index of 1.06
- All of Utah's Economic Service Areas (ESAs) experienced significant increases in the number of jobs linked to the creative economy.
- The Central Utah and Southeast ESAs experienced significant increases in their CVI values between 2010 and 2011.
- Independent artists generated the most revenue of all the creative industries in the State of Utah in 2011.
- Music store sales had the strongest 2011 industry CVI value in the State of Utah: 1.16.

# Creative Vitality Index *By Economic Service Area in 2011*



*SETTING THE STATE  
BASELINE TO 1.00,  
UTAH'S COUNTIES,  
MEASURED IN  
ECONOMIC SERVICE  
AREAS (ESA), RANKED  
FROM .31 TO 1.37 IN  
THE CREATIVE  
VITALITY INDEX  
FOR 2011.*

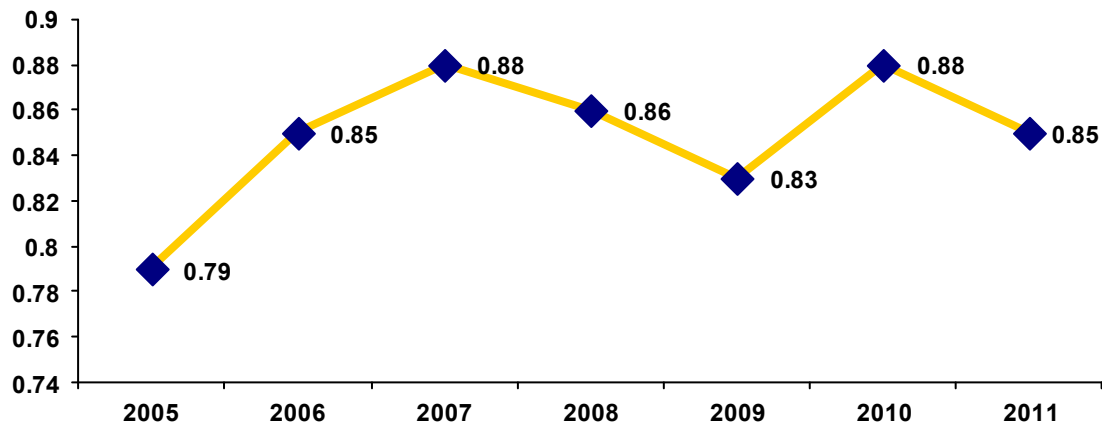
Economic Service Area	Counties Included	CVI
Bear River North ESA	Box Elder, Cache, Rich	.59
Castle Country ESA	Carbon, Emery	.31
Central ESA	Millard, Piute, Sanpete, Sevier, Wayne	.40
Mountainland ESA	Juab, Summit, Utah, Wasatch	1.07
Southeast ESA	Grand, San Juan	.95
Southwest ESA	Beaver, Garfield, Iron, Kane, Washington	.70
Uintah ESA	Daggett, Duchesne, Uintah	.31
Wasatch North ESA	Davis, Morgan, Weber	.59
Wasatch South ESA	Salt Lake, Tooele	1.37
STATE OF UTAH		.88

## GEOGRAPHIC BOUNDARIES

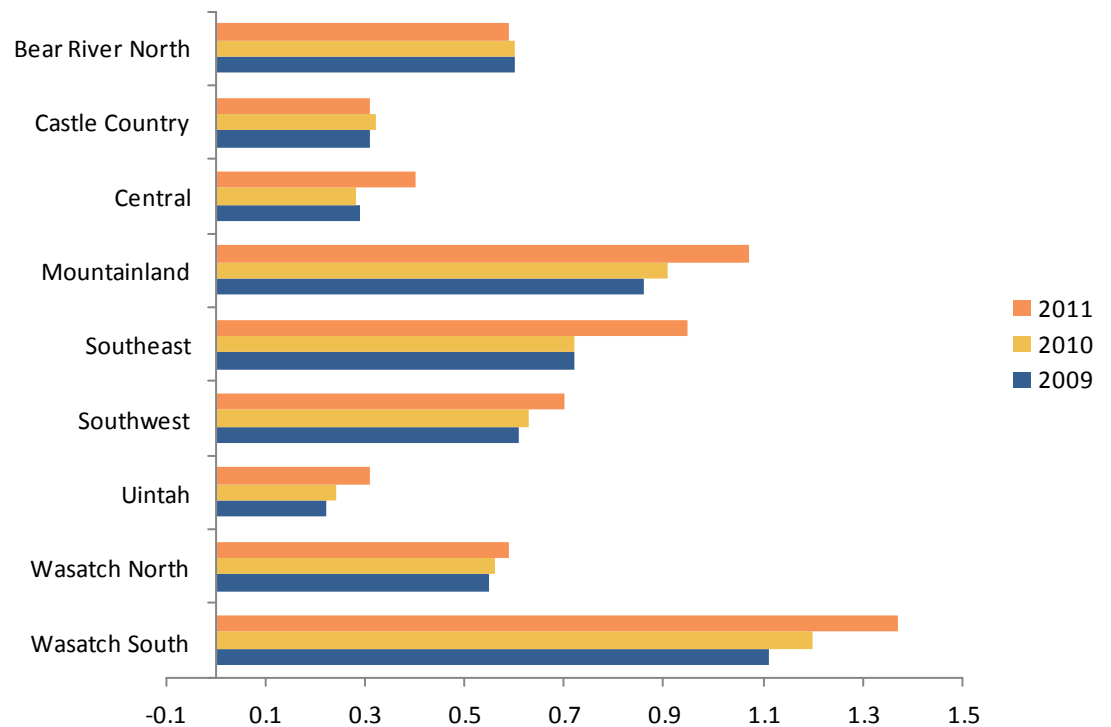
The CVI is an indicator of the economic health of the creative economy in the State of Utah. Although any defined geographic region can be studied, the basic geographic building block for the CVI in Utah is an Economic Service Area (ESA). An ESA is an artificial geographic subdivision of a state designated for employment-development purposes. Their boundaries coincide with county or multi-county borders.

# Creative Vitality Index Utah Trends

## UTAH CVI ANNUAL VALUES



## UTAH CVI VALUES BY WORKFORCE DEVELOPMENT AREAS



## UTAH ARTS & MUSEUMS

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## ABOUT UTAH ARTS & MUSEUMS

Utah Arts & Museums has a goal to promote innovation in and the growth of Utah's arts and culture community. Arts & Museums includes the advisory boards of the Office of Museum Services and the Utah Arts Council.

Arts & Museums provides funding, education, and technical services to individuals and organizations statewide so that all Utahns, regardless of race, gender, ethnicity or economic status, can access, understand, and receive the benefits of arts and culture.

## ABOUT THE WESTERN STATES ARTS FEDERATION

WESTAF, the Western States Arts Federation, is a nonprofit arts services organization dedicated to the creative advancement and preservation of the arts. Based in Denver, Colorado, WESTAF fulfills its mission to strengthen the financial, organizational, and policy infrastructure of the arts by providing innovative programs and services to artists and arts organizations in the West and nationwide.

WESTAF is supported by the National Endowment for the Arts; the state arts agencies of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming; private and corporate foundations; and individuals.

